Note for Weinstein, Barbara

From: Joyce, Ed

Date: Mon, Dec 18, 1995 12:06 PM

Subject: YTD Brand Promo + Future

To: Beran, Dave; Blumenson, Gail; Conrad, Nancy; Gawronski, Edward; Johnson, Lillian; Levy, Carolyn; Lewis, Arlene; Moose, Jim; Murphy, Dan; O'Brien, Sheila; Piscitelli, Patrick; Resman, Tess; Saloun, Tom; Schwartz, Andrew; Shah, Biren; Sinha, Arun; Weinstein, Barbara

File(s): YTD Brand Promo + Future

Total Promotional Volume for the week ending 12/15/95 was 21 million units, versus an expected amount of 24 million.
-Cambridge promotional volume was 16 million units, versus an expected amount of 17 million;
-Basic promotional volume was 2 million units, versus an expected amount of 3 million units;
-Marlboro promotional volume, both actual and expected, was 2 million units.

For week ending 12/22/95, Total Promotional Volume is expected to be 21 million units.
-Basic promotional volume is expected to be 14 million units;
-Cambridge promotional volume is expceted to be 7 million units.

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Source: https://www.industrydocuments.ucsf.edu/docs/xpwj0004